What is claimed is:

1. A method for squeezing an input hue, H_{in}, toward a region of preferred hue, H_{pref}, having a preferred chroma, C_{pref}, and luminance, L_{pref}, to restrict the rotation effect to a point in LCH space rather than an entire hue slice, comprising:

    a) defining a chroma weighting function, C_{weight};

    b) defining a lightness weighting function, L_{weight};

    c) defining a hue weighting function, H_{weight};

    d) defining an amount of hue adjustment as: $H_{Adjust} = \Delta H^* (H_{weight} {}^* C_{weight} {}^* L_{weight})$; and

    e) generating an output hue by applying hue adjustment to hue input as follows: $H_{out} = H_{in} - H_{Adjust}$.

2. A method, as defined in **claim 1**, wherein the chroma weighting function is defined by the Gaussian function: $C_{weight} = Gaussian(C_{pref}, C_{sigma})$.

3. A method, as defined in **claim 1**, wherein the lightness weighting function is defined by the Gaussian function: $L_{weight} = Gaussian(L_{pref}, L_{sigma})$.

4. A method, as defined in **claim 1**, wherein the three one-dimensional weighting functions are replaced by a three-dimensional weighting function.

5. A method, as defined in **claim 1**, wherein the input is squeezed toward a point in a predetermined colorspace e.g., RGB, a*b*, or u'v' space.

6. A method, as defined in **claim 1**, comprising multiple hue centers to sequentially squeezing the input toward regions of preferred color.

7.   A method, as defined in **claim 1**, wherein, in the case of multiple squeezes, defining finite non-overlapping regions of support.

8.   A method, as defined in **claim 1**, wherein inputs are pre-specified in a color management system.

9.   A method, as defined in **claim 1**, wherein the inputs are dynamically specified by a user.

10.   A method, as defined in **claim 1**, wherein the squeezing is applied in a non-uniform way by using one weighting function at input hue values less than the preferred hue and another weighting function at input hue values greater than the preferred hue.